



# Analysis of the Effect of Entrepreneurship Training, Utilization of Information Technology, and Motivation on Entrepreneurial Souls

Sukirman<sup>1,\*</sup>, Mokhamad Arwani<sup>1</sup>, Ahmad Jazuli<sup>2</sup>

<sup>1</sup>Faculty of Economics and Business, University of Muria Kudus, Central Java, Indonesia

<sup>2</sup>Faculty of Engineering, University of Muria Kudus, Central Java, Indonesia

## Email address:

[sukirman@umk.ac.id](mailto:sukirman@umk.ac.id) (Sukirman), [m.arwani@umk.ac.id](mailto:m.arwani@umk.ac.id) (M. Arwani), [jazuli@umk.ac.id](mailto:jazuli@umk.ac.id) (A. Jazuli)

\*Corresponding author

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**Abstract:** Entrepreneurship training in universities is one of the factors to grow and develop entrepreneurial interest. Students are required to be able to utilize the knowledge gained to create entrepreneurial activities. This study aims to analyze the interests of student entrepreneurship through, entrepreneurship training, the use of information technology, and student entrepreneurship motivation at Muira Kudus University. The independent variables in this study are entrepreneurship training, and the use of information technology, the dependent variable is entrepreneurial interest with motivational mediation variables. The population in this study were students of the Muria Kudus University Mandatory Entrepreneurship Skills program in 2018/2019 totaling 846 students. The sample uses Ferdinant theory and probability sampling techniques with a total of 125 students. Data analysis using path analysis techniques (Path Analysis). This study shows that all variables are valid and reliable, feasible in a model so that testing can be done. The results of the analysis show that entrepreneurship training and the use of information technology influence entrepreneurial interests, and entrepreneurial motivation can mediate entrepreneurship training and the use of information technology on the entrepreneurial soul of students.

**Keywords:** Entrepreneurship Training, Utilization of Information Technology, Entrepreneurial Motivation, Entrepreneurial Souls

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## 1. Introduction

Increasing business productivity requires business empowerment aimed at developing science-based and competitive businesses (PJPN 2005-2025). The strategy of empowering small businesses is directed at building innovation and technology competencies so that they play a greater role in developing economic growth. Student business growth is not in line with expectations, so it is necessary to increase the soul of entrepreneurship to encourage economic growth through student entrepreneurship in developing entrepreneurial knowledge towards the global market.

This research aims to develop the entrepreneurial soul of students at Muria Kudus University by raising the superior potential of the region and the creative industries to achieve global competition. In 2016 Muria Kudus University had 62 student business units with a total workforce of about 156 people. Whereas in 2017 the number of business units has

changed to 75 business units with a total workforce of 173 people. Based on sales data on campus, there are approximately 80% of student business products sold, including in the form of convection, headscarves, robes, wedding supplies, and also in the form of foods such as chicken geprek, coffee corner, gahya dahar, kebab and so on.

The basis of the formation of student business actors is based more on the ability of students who qualify for PKM, especially in 2018 reaching 25 groups, this is the best result compared to previous years. Also, it was supported by an increase in student soul in participating in PKM of approximately 250 students and strengthened by the desire of students to run a business in 2019 reaching 285 people. This condition causes the formation of the development of student entrepreneurial soul to become stronger, also encouraged by the existence of compulsory entrepreneurial skills for all undergraduate students at Muria Kudus University. So that it

is needed an increase in student entrepreneurial soul through entrepreneurship training, the use of information technology, and entrepreneurial motivation.

## 2. Literatur Review

Someone who conducts business activities, or starts and operates a business is said to be an entrepreneur [1]. Entrepreneurs are the pillars that support a country's economy, therefore it can be said that entrepreneurship is one's ability to make an effort to face life's challenges [2]. Entrepreneurs are considered successful if they have 10 categories, including commitment and unlimited determination, strong drive to achieve achievement, orientation towards opportunities, internal control, tolerance for ambiguity, skills in accepting risk, a less perceived need for status and power, ability to solve problems, ability get "feedback" (feedback), and the ability to face failure [3]. Entrepreneurship training not only provides a theoretical foundation but forms the attitudes, behaviors, and mindset of an entrepreneur [4]. Entrepreneurship training aims to change the outlook, behavior, and soul of students to understand entrepreneurship and to have reasoning power about entrepreneurship so that it is expected to become a new entrepreneur and be able to open new job opportunities [5]. Entrepreneurship training depends on the acceptance of entrepreneurial mindsets at universities and the creation of an entrepreneurial environment in and around the University [6].

### 2.1. *The Effect of Entrepreneurship Training on Entrepreneurial Motivation*

Entrepreneurship training has a positive and significant effect on entrepreneurial motivation [7], the more often entrepreneurship training is carried out, it can influence one's behavior and attitudes to be motivated to become entrepreneurs and develop entrepreneurship both independently and in groups. Entrepreneurship training is the initial capital to determine someone to be an entrepreneur. Through entrepreneurship training can shape the attitudes and mentality of students, to create high motivation to build the character of an entrepreneurial soul. Also, entrepreneurship education and training can encourage so that motivation is formed to create new entrepreneurial candidates [5]. Entrepreneurial attitudes and mentality can be formed because of motivation. Entrepreneurship training, in general, is an educational process by applying the principles and methods to the formation of life skills in students through an integrated curriculum developed. The motivation of entrepreneurship in students can be instilled through entrepreneurship training based on entrepreneurial values [8]. Entrepreneurship training influences the realization of entrepreneurial motivation [9]. Entrepreneurship training can improve the attitude of the formation of entrepreneurial motivation, enthusiasm, and culture for students and the general public [10]. Entrepreneurship can be learned and trained by every individual who has a desire because entrepreneurship is not the dominance of talented individuals [8]. On this basis, the development of the proposed hypothesis is as follows:

H1: The more frequent entrepreneurship training is carried out it will influence on increasing entrepreneurship motivation for students of the Muria Kudus University Compulsory Entrepreneurship Skills Program.

### 2.2. *The Effect of IT Utilization on Entrepreneurial Motivation*

Information Technology is a technology that is used to process data, including processing, obtaining, compiling, storing, manipulating data in various ways to produce quality information, namely information that is relevant, accurate and timely, which is used for personal, business, and government purposes and is strategic information for decision making. This information technology is a subsystem of information systems. Especially in a review from a technology standpoint. Based on the results of research on the use of IT in small and medium enterprises (SMEs), the findings include (a) many computers owned by SMEs, (b) the field of IT use in SMEs, and (c) the level of internet usage in SMEs. Every UKM has a computer to help the business process.

Information technology helps businesses to provide the infrastructure needed to provide information for its users [11]. A business organization is expected to be able to make the desired decision. The ability to use IT in operating an information system are very much needed for businesses, to build motivation for IT, users, for the smooth running of a business [12]. IT is an element of an organization that provides information to users by processing business event events [13]. The utilization of IT provides an opportunity for business people to improve efficiency and effectiveness in decision making to enable companies to gain competitive advantage [14]. The use of IT is a major factor in decision making, to be able to create motivation for businesses to improve greater performance. Facing an increasingly open and competitive market mechanism, the use of IT is the main prerequisite for increasing entrepreneurial motivation [15]. On this basis, the research hypothesis can be developed as follows.

H2: The more frequent use of IT in running a business will further increase the motivation of entrepreneurship for students of the Muria Kudus University Mandatory Entrepreneurship Skills Program.

### 2.3. *The Effect of Entrepreneurship Training on the Soul of Entrepreneurship*

Entrepreneurship training is a training conducted to train individuals to have entrepreneurial competencies, so that they are able to act to establish a viable business by utilizing existing opportunities and be able to create employment opportunities for themselves and others. Entrepreneurship introduction training not only provides a theoretical foundation for the concept of entrepreneurship but also shapes entrepreneurial attitudes, behaviors, and mindset, but also the existence of entrepreneurial training can enhance one's knowledge, entrepreneurial soul, and skills when graduating from college. 80% of students participating in entrepreneurship training were able to inspire to do independent business [2]. Entrepreneurship training programs

have an influence on increasing the attitudes, interests and inspiration of science and engineering students to start a business [12]. Entrepreneurship education & training has an influence on the entrepreneurial soul [9]. The introduction of entrepreneurship training, a person will gain a lot of new knowledge about the world of entrepreneurship so that he can have new skills outside his field. On this basis, the development of the proposed hypothesis is as follows:

H3: The more often entrepreneurship training is carried out, it will affect the improvement of students' entrepreneurial soul in the Compulsory Entrepreneurship Skills Program at Muria Kudus University.

#### **2.4. The Effect of IT Utilization on the Entrepreneurial Soul**

There are still students who have businesses that do not understand the use of IT in running a business, due to the lack of knowledge of the IT software used. The desire of entrepreneurship has attracted many students, therefore at the Muria Kudus University, the Obligatory Entrepreneurship Skills Program already has an entrepreneurial community called Young Muria Entrepreneurs. The partial use of IT has a positive and significant effect on the entrepreneurial soul [16]. Likewise, the use of IT can provide an increase in entrepreneurial soul for students [17]. In contrast to the other research shows that the use of IT was not found to have a significant effect on the entrepreneurial soul of students [18]. IT is an information system about how users come to receive and utilize technology [19]. The level of use of technology can be seen from the user's attitude towards technology such as motivation to keep using it and the desire to motivate other users. The more sophisticated IT that is utilized can increase the entrepreneurial soul for students [3]. IT can increase the soul of entrepreneurship if members of the organization can utilize technology properly [20]. The sophistication of technology and information used by business people is able to develop an entrepreneurial soul [1].

Entrepreneurship is the ability to create something new and different [21]. Information technology influences the entrepreneurial soul [22]. The relationship between the use of IT and the entrepreneurial soul is in the process of utilizing technology by using software that can help work faster, shorter, and simplify work for business people so that the interest in developing a business becomes stronger [23]. Found a positive and significant relationship between the sophistication of information technology and the soul to develop business activities [24]. The use of IT has a negative effect on entrepreneurial soul [25]. On this basis, the following hypotheses are developed:

H4: The higher level of IT utilization will have an effect on improving entrepreneurial soul for students of the Muria Kudus University Mandatory Entrepreneurship Skills Program.

#### **2.5. The Effect of Entrepreneurial Motivation on Entrepreneurial Soul**

Attitudes toward a person's behavior there are two main aspects, namely individual beliefs and individual knowledge. The higher level of individual belief will lead to more positive individual attitudes towards the object of the attitude, and vice

versa [19]. This statement is a step to prepare students to start a new business through the integration of experience, skills, and knowledge to develop and expand a business. The soul is defined as how hard someone dares to try according to what is planned to be done [19]. The entrepreneurial soul is a process of desire in the search for information to achieve business goals [26]. The greater the motivation for entrepreneurship a person will be more likely the soul to achieve business goals. So that the entrepreneurial soul should be owned by students of the Muria Kudus University Mandatory Entrepreneurship Program. The entrepreneurial soul is a willingness to work hard in achieving business goals, willing to take risks, dare to take new ways, be willing to live frugally and be able to learn from experience [16]. Therefore the entrepreneurial soul is a desire, interest, and willingness to work hard in meeting the needs of life without feeling afraid of the risks that occur, and strong will to learn from failure. The relationship between entrepreneurship motivation and entrepreneurial soul [29], in the entrepreneurship training program, does not only provide the provision of entrepreneurial theory, but it is also necessary to provide various applicative training that leads to entrepreneurial aspects in life every day. A person has an entrepreneurial soul because of the existence of a motivation, which is a motivation for achievement [8]. Achievement motivation is a social value that emphasizes the desire to achieve the best results to achieve individual satisfaction. On this basis, the development of hypotheses is proposed as follows:

H5: The stronger the level of entrepreneurial motivation will influence the improvement of the entrepreneurial soul of students of the Muria Kudus University Mandatory Entrepreneurship Skills Program.

### **3. Research Method**

Determining the sample in this study uses the basis of multiplication between the number of indicators with 5 to 10 [30]. Each indicator requires at least 5 and up to 10 samples. This study has 25 indicators that will be statements in the research questionnaire, then the number of samples needed for research is  $(5 \times 25) = 125$  respondents.

The study used a population of undergraduate students in the Entrepreneurship Obligatory Skills Program in 2019/2020 Muria Kudus University as many as 846 students. Sampling uses a convenience sampling method, which is to provide a questionnaire to respondents who are already small business operators and who are interested in becoming entrepreneurs.

Data is processed using Structural Equation Modeling (SEM) from AMOS software. Validity testing aims to measure the questionnaire, said to be valid if it can measure the value of the studied variable. The validity of the instrument has two elements, namely the accuracy factor and the accuracy factor [31]. Reliability testing is used to determine how much the measurement results can be trusted, if repeated measurements have the same results, it is concluded that the measurements have high reliability [31].

Hypotheses are tested and analyzed by developing theory-based model development, compiling path diagrams and structural diagrams, selecting types of matrix inputs and estimating proposed models, evaluating structural model

identification, evaluating goodness-of-fit criteria, interpreting, and modifying models [32].

## 4. Result and Discussion

The results of testing the validity and reliability are shown based on Cronbach's Alpha analysis of 0.742 greater than 0.6; then the results are greater than the *r* table, so the validity and reliability of the instrument are said to be a reliable questionnaire. Validity testing shows that all statements are valid because the calculated *r*-value is greater than the *r* table and positive value. Testing the validity of the instrument shows a valid questionnaire.

**Table 1. Validity and Reliability Test**

Reliability	Statistics
Cronbach's Alpha	N of Items
0,742	50

Source: Initial data processed.

Hypothesis testing uses SEM analysis based on a significance level of 5 percent, with a Critical Ratio (CR) value of 1.96. The hypothesis is accepted if the CR value  $\geq 1.96$  and the probability value is less than 0.05 or the \*\*\* sign on the AMOS output. The hypothesis is rejected if the CR value  $\leq 1.96$  and the probability value  $> 0.05$ . Hypothesis test results are shown in the following table.

**Table 2. Hypothesis test.**

Hipotesis	Pernyataan Hipotesis	Critical Ratio (CR)	Probability (P)	Hasil
H1	Entrepreneurship training affect entrepreneurial motivation	2,684	,001	Received
H2	Utilization of IT affects the motivation of entrepreneurship	2,186	,005	Received
H3	Entrepreneurship training affects the soul of entrepreneurship	3,472	,000	Received
H4	Utilization of IT affects the soul of entrepreneurship	2,228	,008	Received
H5	Entrepreneurial motivation affects the soul of entrepreneurship	2,734	,004	Received

Source: Initial data processed.

Table 2 shows that entrepreneurship training (CR = 2.684; P = 0.001) and IT Utilization (CR = 2.186; P = 0.005) have a positive and significant effect on entrepreneurial motivation. Entrepreneurship training (CR = 3,472; P = 0,000) and IT utilization (CR = 2,228; P = 0.008) have a positive and significant effect on the soul of entrepreneurship. In addition, entrepreneurship motivation (CR = 2.734; P = 0.004) has a positive and significant effect on the soul of entrepreneurship.

The direct effect of the relationship between variables shows that the variable that has the strongest influence on entrepreneurial motivation is entrepreneurship training with a contribution of 61.4 percent. The variable of entrepreneurship motivation has a great influence on the soul of entrepreneurship with a contribution of 68.6 percent.

**Table 3. Direct Effects (Group number 1 – Default model).**

	X2	X1	Y1
Y1	,382	,614	,000
Y2	,000	,000	,686

Source: Initial data processed.

The indirect relationship of influence between variables in this study is shown in table 4, that all exogenous variables have an indirect effect on the variables of entrepreneurial soul. The most powerful indirect effect on the soul of entrepreneurship is entrepreneurship training with a contribution of 26.2 percent.

**Table 4. Indirect Effects (Group number 1 – Default model).**

	X2	X1	Y1
Y1	,000	,000	,000
Y2	,246	,262	,000

Source: Initial data processed.

Based on the test results in this research model on the relationship between variables obtained direct influence and indirect influence between variables, therefore it is necessary

to measure the total effect. The results of measurements of the total effect between variables are shown in table 5.

**Table 5. Total Effects (Group number 1 – Default model).**

	X2	X1	Y1
Y1	,382	,614	,000
Y2	,246	,262	,686

Source: Initial data processed.

Based on the results of the analysis it can be concluded that to form entrepreneurial soul for students the Muria Kudus University Obligatory Entrepreneurship Skills Program that needs to be developed is to provide entrepreneurial motivation to students by increasing the most dominant variable or having the biggest loading factor that is paying attention to entrepreneurship training starting from building importance training, time efficiency, willingness, and responsibility in organizing training to increase entrepreneurship motivation. It takes courage to organize entrepreneurship training in various activities that do not stop the entrepreneurial soul. The demand for courage in creating initiatives by showing active, perseverance, and full innovation in developing businesses, supported by the existence of competitive motives through orientation to results and future insights [8]. Based on these data, entrepreneurial motivation in students of the Muria Kudus University Entrepreneurship Skills Program can be improved by developing entrepreneurship training in every activity.

This study provides empirical evidence that entrepreneurship training has a positive and significant effect on entrepreneurial motivation. This condition shows that the entrepreneurship training conducted by students of the Muria Kudus University Entrepreneurship Skills Program can increase the formation of entrepreneurship motivation, encouraging and fostering enthusiasm for students in carrying out business activities. Entrepreneurship training has a positive and significant effect on entrepreneurial interest [33]. Thus students are expected to prioritize

entrepreneurship training in each of their activities to form a strong entrepreneurial motivation.

The utilization of IT has a positive and significant effect on entrepreneurial motivation. This means that the use of IT developed by students can drive entrepreneurship motivation for the survival of the business. The use of IT has a strong influence on entrepreneurial motivation [34]. Based on these results indicate that students can use IT that can increase entrepreneurship motivation. Courage to use IT and decision making at the right time is something that has been done by students because it is an activity that must be chosen so that the company does not experience failure.

This study also shows that entrepreneurship training has a positive and significant influence on the soul of entrepreneurship. Proves that entrepreneurship training has a positive and significant effect on the soul of entrepreneurship [35]. If entrepreneurship training is often done, the entrepreneurial soul of students will be higher in building and running a business. So the formation of the soul of entrepreneurship is influenced by the good or bad level of entrepreneurship training that is carried out. The results of this study also indicate that the use of IT has a positive and significant influence on the soul of entrepreneurship. The higher the frequency of IT utilization for students, the higher the formation of an entrepreneurial soul. This shows that the high utilization of IT will be able to awaken the formation of an entrepreneurial soul for students. Based on these findings, it can be concluded that the formation of an entrepreneurial soul is supported by the high or low utilization of IT.

The results of this study also indicate that entrepreneurship motivation has a positive and significant effect on the soul of entrepreneurship. This means that if students experience the formation of strong motivation, the stronger the soul of entrepreneurship will be formed. Entrepreneurship motivation has a positive and significant influence on the formation of an entrepreneurial soul [36]. Entrepreneurship training will influence a significant increase in the soul of entrepreneurship indirectly mediated by entrepreneurial motivation [37]. Thus the priority required for students in the Entrepreneurship Obligatory Skills Program in shaping entrepreneurial soul is to develop students through the embodiment of entrepreneurial motivation by increasing good entrepreneurship training. Entrepreneurship training has a positive and significant effect on the formation of an entrepreneurial soul through business motivation [18]. The Utilization of IT will affect the indirect strengthening of the formation of an entrepreneurial soul if mediated by entrepreneurial motivation so that the main treatment of the formation of an entrepreneurial soul is the need for increased business by creating a sense of ability and confidence in the use of IT for students to realize a strong entrepreneurial motivation. Entrepreneurship motivation influences the formation of an entrepreneurial soul [38, 39].

There is a significant relationship between entrepreneurship training and the use of IT on entrepreneurial motivation and an indirect relationship on entrepreneurial soul, so that entrepreneurial motivation has a very strong role to increase the significance of the two variables. The main priority that needs to be done by students is how to be able to create abilities, courage to make decisions and strengthen

business development to form a significant entrepreneurial soul in the future.

## 5. Conclusion and Recommendation

### 5.1. Conclusion

Increased entrepreneurship training has an impact on increasing entrepreneurship motivation, also strengthening the use of IT will increase entrepreneurship motivation. Enhancing entrepreneurship training can increase the formation of an entrepreneurial soul, but has not yet become meaningful, meaning students of the Entrepreneurship Obligatory Skills Program who can receive enhanced entrepreneurial training do not directly form an entrepreneurial soul. Strengthening the use of IT can increase the strengthening of entrepreneurial motivation, however, it will not be meaningful if the use of IT formed in students is not yet a possible factor to build entrepreneurial soul. While strengthening the motivation for entrepreneurship can create an entrepreneurial soul for students of the Muria Kudus University Mandatory Entrepreneurship Skills program.

### 5.2. Suggestion

Comprehensive thoughts and actions are needed in dealing with student development issues by increasing the involvement of universities, stakeholders, and the government. Students who are still experiencing low entrepreneurial training, it is necessary to strengthen their beliefs, optimism, and be able to form commitments through discipline, supported by the ability to form motivations based on entrepreneurial knowledge in making decisions with the courage to take risks.

The development of students by managing entrepreneurship training is expected to create students as entrepreneurs, and to be resilient in the face of competition. There is a need to change the management of IT utilization for students who are still using manual patterns so that a business operational model is developed in the hope that it will be more efficient, effective and reduce habits that do not support the formation of an entrepreneurial spirit. It requires the involvement of tertiary institutions, especially in empowering students' expertise through training to utilize IT which requires special skills such as business reports, online marketing, and relations with relations so that it will facilitate access and have competitiveness.

The student entrepreneurial spirit needs the courage to be able to easily run a business, so it takes the participation of local governments, universities, and stakeholders to realize cooperation in managing students to become entrepreneurs. Thus it can increase the creation of business actors from students and have an impact on synergistic business growth in ensuring the survival of the company.

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